



WHATEVER YOU WANT

USE YOUR PHONE DAY OR NIGHT

If you live in El Paso and can not call in person use your phone and your orders will be given the same care and attention as if you had been there personally.

You'll Find It Here

Notice to Advertisers on This Page

Change of copy must be in The Herald Business Office not later than Wednesday, 6 p. m., of each week.



Let Uncle Sam Bring It To You

ART SHOP

HENRY S. BEACH,
Importer and Japanese,
Mexican, Chinese, Japanese,
Madeira Linens and Silk Embroid-
eries, Laces, Drawnwork, Indian
Goods. Souvenir Goods.
104 Pioneer Plaza, City National
Bank Bldg.
Illustrated Catalogue

ARTIFICIAL LIMBS

LEGS, ARMS, BRACES, ETC.
Made and Repaired.
CHICAGO ARTIFICIAL LIMB CO.
Rooms 8 and 9 Coles Block,
San Antonio and Oregon Sts.
EL PASO, TEXAS.

ASSAYING

GEO. W. CAMERON
Assayer and Chemist
Representative For Shippers to the
El Paso Smelter
265 San Francisco St.
P. O. Box 480.

AUTOMOBILE

"THE OVERLAND"
The Car you'll like at the price
you want to pay.
EL PASO OVERLAND AUTOMO-
BILE CO.

AUTOS For Hire

7 Passenger Cars
\$2.00 Per Hour
AUTO LIVERY CO.
421 Texas St. Phone 509-510

AUTO ACCESSORIES

AUTOMOBILE SUPPLIES
ENDURANCE AND PORTAGE TIRES
VEDOL OILS AND GREASES
Western Motor Supply
Company
215 San Francisco St.

AUTO Repairing

Expert Repairing on all Makes of
Cars. Charges Reasonable.
Let us figure on your next job
Cor. W. Overland and Santa Fe
Phone 2237
THOMAS MOTOR CO.

AUTOS USED

We carry the largest stock of Used
Cars in the Southwest—
And we always have bargains—
CASH OR EASY TERMS
LEPPEL
505 San Francisco St. Phone 1509

AUTO Batteries

Willard
STORAGE BATTERY
NEXT TIME TRY U.S.
Western Battery & Magneto Co.
214 E. Boulevard.

AUSTIN Terrace

The Only Parked Residence District
in El Paso—The Home Place
Beautiful.
W. H. Austin
Jas. L. Marr & Co. Agents

BAGGAGE

You Move When You Call 3500.
Our padded van will move your fur-
niture quickly and safely. Not only
that, the van is dust proof and san-
itary. One trip will move all the fur-
niture in any ordinary size house.
Auto, Baggage Taxi.
City Service Co.
A Metropolitan Service.

BARRER SHOP

SHAVE 15c
HAIR CUT 35c
Tolteck Shaving Parlors
No. 1 108 N. Stanton
No. 2 219 N. Oregon
No. 3 105 Texas
No. 4 201 Martin Bldg.
Same Old Prices. Same Good Service

BELGAIN BAKERY

Bakers of
American Beauty
BREAD
has moved to
408 East San Antonio Street
Phone 318

BORDER NATIONAL BANK

Capital \$200,000
Surplus 25,000
4% on Savings
Corner Texas and Stanton

BRICK

Don't Pass Up
Pass-Tex Brick
The Best Brick Manufactured in
El Paso.
EL PASO BRICK CO.

BUY A HOME

BUT DEMAND A
GUARANTEED TITLE
FROM
STEWART TITLE GUARANTY
CO.
4th Floor Two Republics Bldg.
"It is Better to be Safe Than Sorry"

BUSINESS COLLEGE

NIGHT SCHOOL
International Business College
Coles Bldg. Phone 147

BUTTER

RIO GRANDE VALLEY BUTTER
Is made in El Paso
1 Lb. Cans or 1-4 Lb. Cubes
Give it preference when ordering
Butter
Made fresh daily from
Pasturized Cream.
Rio Grande Valley Creamery Co.

CABINET MAKERS AND CARPENTERS

F. X. WIMBER & COMPANY
Store Fronts—Counters—Shelving—
Saloons, Bank and Pool Room Fix-
tures—Ice Boxes—Show Cases and
Screens, Ample Storage Room at
Lowest Rates. Estimates Furnished
Free. We carry Second-Hand Ta-
bles, Fixtures, Counters Show
Cases and Bars.
416 E. Overland St. Phone 3762.

CAMP Furniture

And Supplies
We carry the largest stock in
the Southwest
El Paso Tent & Awning Company
H. J. COLLINS, Mgr.
129 San Francisco St.

CARPET

"CLEANED
CLEAN"
Compressed Air Beats
Them All.
DUSANG & WELLBORN
Phone 3999

CHINA

See our Special 40-piece
Sets for \$5.00. Several Decora-
tions to select from.
The China Palace Co.
112 San Antonio St.

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate hearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write the El Paso Herald, Directory Editor, and full information will be given you free of charge.

Watch this page every Saturday.

\$520 Cash for Herald Readers \$10 In Prizes Given Away Each Week

First Prize, \$5 Cash

Second Prize, \$2 Cash

Three Prizes of \$1 Each

RULES OF CONTEST

READ

In the 76 Ads. published below are certain misspelled words, find these words. At the top of a sheet of paper write the number of misspelled words found, then write each word correctly and the firm name of advertiser in which word misspelled appears. Write your name and street address. Do not write on both sides of paper. Address your answer to the DIRECTORY EDITOR, care The Herald. Answers may either be mailed or brought to The Herald office. All answers must be in The Herald office by 6 p. m. next Wednesday. Winners will be decided by the nearest correct, or the nearest nearest correct answer. In case of a tie prizes will be divided. Next Saturday winners will be announced and the awards mailed.

DIRECTORY PRIZE WINNERS FOR LAST WEEK WERE: First prize, \$5, to Mrs. W. D. Lott, 2111 Portland street, El Paso, Texas; second prize, \$2, to A. H. Roberts, 1241 North Second street, Abilene, Texas; three prizes of \$1 each to Pvt. Joseph B. Jurie, Battery B, 18th Field Artillery, Fort Bliss, Texas; John E. Price, Abilene, Texas; Herla C. Rhodes, Las Cruces, N. M.

COAL

FULL WEIGHT COAL
OSBORNE FUEL CO.
Phone 5309



CERTAINLY—!!
FOR OUR FAMOUS COFFEE.
410 South El Paso Street.

FOR THE BIG
ICE CREAM SODA
THE LARGEST
FOUNTAIN IN THE
CITY
PACIFIC OCEAN
CONFECTIONERY
400 N. Oregon

DAIRY

Phone 402
For the Best.
American Dairy
PURE MILK

DANCING

Ryan's School of Dancing
COTILLION HALL
TEXAS AND STANTON STS.
PHONE 2610.



DR. BYERS' DENTAL OFFICE
All work guaranteed. Prices Moderate.
Over Union Clothing Co.
Cor. San Antonio and Oregon.

DIMONDS & JEWELRY

The Jewel Shop
Send Us Your Repair Work
Herald Bldg.

DISTILLED WATER

QUICK DELIVERY
EL PASO DISTILLED
WATER CO.
Phone 489

DRUG STORE

With the open front we are ready to
serve you with the best obtainable
in Drug Store Merchandise.
Prescriptions a Specialty
Court House Drug Store
PHONE 1412
410 San Antonio

DRY CLEANING

Wright
CLEANER
Clothes Cleaned, Pressed Wright
543—PHONES—2119

ELECTRICAL

NEW DESIGNS IN ELECTRIC
FIXTURES.
Be modern—Acquaint yourself with
the way Electrical.
Larrabee Electric Co.
405 Texas Street. Phone 2822

EXCLUSIVE CORSET SHOP

La Camille Front Lace—Blender—
Madame Irene—R&G—Majestic and
Successor Corsets from \$1.00 to \$15.00
Brassieres, Maternity Goods, Elastic
Girdles, at the
CORSET SHOP
204 Texas St.
Special Attention to Mail Orders

FLOUR

Ask your grocer for
GLOBE MILLS FLOUR
Put up in Saxolin Sani-
tary Sacks

FORD Repairing

We Specialize on
FORD REPAIRING
A Well Equipped Shop
Experienced Mechanics
Let Us Handle Your
Ford Troubles.
Thomas Motor Co.
112 W. Overland Phone 92

FURNITURE

All kinds of Refrigerators ex-
changed for all kinds of Stoves.
WESTERN
FURNITURE CO.
Phone 1482

FURNITURE REPAIRING

R. L. DANIEL FURNITURE AND
MATTRESS FACTORY
Office and Store, 315 Texas
Factory, 1894-1895 Texas St.

GROCERIES

Everything Fresh—Prices Right
Quick Deliveries
Try Us.
OVERLAND GROCERY CO.
209 E. Overland.
Phones 4230-4234



Hardware Satisfaction
Krakauer, Zork & Moye's S. I.

HATS Cleaned

By
ELECTRICITY
While You Wait.
BOSTON HAT WORKS
201-A San Antonio St.

HAY, Grain

And Feed
Walter S. Clayton
OCHOA AND FIRST STS.
PHONE 284.

H. WELSCH CO.

We are now prepared to do all
kinds of
GAS PIPING
and furnish all kinds of
GAS APPLIANCES
Sheet Metal Manufacturers and
Jobbers.
NIAGARA FURNACES
2406 Block, Texas St. Phone 600.

ICE!

We can't sell all the Ice—so we sell
only the good kind. Buy a coupon
Book and save money.
Rio Grande Ice & Fuel Co.
Telephone 2250

INSURANCE

Multiply Protection Policies
PACIFIC MUTUAL
LIFE INSURANCE CO.
H. W. SCHROEDER, District Agent
405 Mills Bldg.

J.C. BALLARD & CO.

FOR HOT WEATHER CLOTHING
Men's Palm Beach Suits
\$6.50 to \$10.00
112-114 So. Oregon St.
Just Off San Antonio

KODAK Finishing

Wholesale finishing for dealers,
with special discounts on request.
Best laboratory in El Paso—one
of best in the Southwest.
Fine work—Best of service.
Special attention to mail orders.
Address your correspondence to
J. F. GANDARA
Toltec Club Basement, El Paso, Tex.

LAUNDRY

Elite Laundry Co.
Home of SPICK and SPAN
Telephone 2177.

Louise Davis

EXCLUSIVE HAT SHOP
406 Reynolds Bldg.
("Formerly Everybody's")
Phone 4293

LUMBER

FIGURE WITH US
Rheinheimer Lumber Co.
Piedras, Alameda and Myrtle.
Phone 498.

LUNCH

THE WHITE STAR
LUNCH
At 210 Mesa is now open.
No Waiting No Tipping
Popular Prices. Try It.

MAGAZINE DEPOT

The largest line of Magazines in
El Paso—if we haven't the publi-
cation you want, we will get it.
Wolderts News Stand
206 Mesa Avenue.

MATTRESSES

Wholesale and Retail
WE RENOVATE OLD
MATTRESSES AND MAKE
THEM LIKE NEW
CLARKE MATTRESS
AND RUG CO.
2001 E. Olive Phone 417

MEAT Market

Only Home Killed
MEATS
SHANKS
CARPENTER
at the
NEW CITY MARKET

NEW OVERAL FACTORY IN EL PASO

Overalls and Jumpers
Wholesale Only
Ask your dealer for BEAR BRAND
SOUTHWESTERN
CLOTHING MFG. CO.
214 So. El Paso

NURSERY

Beautiful hanging baskets, 75c to
\$2.50 each.
Porch boxes, \$2.50 to \$5.00 each.
Also a large assortment
of small plants.
EL PASO NURSERY CO.
3200 Bldg. Alameda Ave. Ph. 3330

OILS & STORAGE

EL PASO'S BEST ARRANGED
GARAGE—SPECIALLY EQUIPPED
TO HANDLE DAY STORAGE WITH
DELIVERIES
Convenient Filling Station—new oil
and gas pumps with overhead drains
feature. Full measure assured.
Thomas Motor Co.
112 W. Overland Phone 92

OPTICIAN

You can find the misspelled words
easier if you wear a pair of "Segall"
fitted glasses.
Need Glasses?
Ask Segall
EL PASO OPTICAL CO.
108 Texas, between Mesa and
Oregon St.

PAINT AND WALL PAPER

We Carry Complete Stocks
Worthington Paint and
Wall Paper Co.
414 N. Oregon. Phone 92

PHOTOGRAPHS

OF MERIT
Are the kind we make.
Buy a home and decorate it with
pictures and frames made at
ALEXANDER'S
STUDIO
109 So. El Paso St.

PIANOS

Player and Electric Pianos and
Talking Machines Sold on Easy
Monthly Payments.
JENKINS PIANO CO.
The Big Piano House.
211-213 Texas. Phone 2054.

PLUMBING

Why of Course the Leading
PLUMBER
IS
McCHESNEY
412 E. Boulevard Phone 3303

PLUMBING SUPPLIES

Chas. Roberts Mfg. Co.
SUCCESSORS TO
Roberts & Brown Co.
Tel. 1588 El Paso, Tex.

RADIATOR Repairing

If you have Radiator Trouble bring
your car to us—We repair and clean
them. Fenders and Lamps Repaired
THOMAS MOTOR CO.
Phone 5031
Cor. Overland and Santa Fe

SEEDS

AND POULTRY SUPPLIES
Manufacturers of PERFECTION
Brand Poultry Foods.
W. D. Wise Seed Co.
Retail Store, 106 N. Stanton

SHOES

For Women, Men and Children
"Walk a block or two"
"Save a dollar two"
ZELMAN'S
Sample Shoe Store
SHOES OF QUALITY AT LOW PRICES
105 So. Stanton.

SILKS SHOP

Visit El Paso's only exclusive
Piece Goods Shop.
We carry a complete line of Silks,
Helding Thread, Butterick Patterns,
etc. Also Covered Buttons of all
kinds.
205 N. Stanton St.

SHOE REPAIRING

WE DON'T COBBLE
WE REPAIR SHOES WHILE
YOU WAIT.
HALF SOLE AND HEELS IN
FIFTEEN MINUTE
SHOE HOSPITAL
305 Mesa Phone 381
Orndorff Hotel Block

STORAGE

The Only Fire-Proof Storage
in El Paso.
Western Transfer &
Storage Co.
PHONE 96. 220 N. Stanton.

TAILORING

Order your Summer Clothes now.
All the Newest Woolens and Tropi-
cal Fabrics to select from. Jock-
Pants, Ties, Suits, Socks, Pongees,
Tropical Worsteds and White Flan-
nel.
Prices—Coats and Pants, \$15.00,
\$17.00, \$18.00, \$20.00, \$22.50,
\$25.00 up to \$35.00.
RICHARD V. PEARSON
FINE TAILORING 110 Texas Street

TANKS

CULVERTS
SILOS.
Let Us Quote You Prices.
Hills, Sutton & White
Mfg. Co.

THE "MILLER MADE" Company

205 E. MISSOURI
MAKERS OF
"Miller Made" Dresses
"Miller Made" House Dresses
"Miller Made" Bungalow Aprons
We will carry out any design that
you may care to send us.
Satisfaction Guaranteed

TRUNKS

TRAVELLING BAGS, SUIT
CASES AND SMALL LEATHER
GOODS
Made, Repaired and Exchanged.
El Paso Trunk Factory
NEXT TO CRAWFORD THEATER

TYPEWRITER

Corona Typewriter \$50.00.
can be taken anywhere, and used as
well on the train, in an Auto, in
camp, on the boat, in the trenches,
as at home.
Typewriter & Office Supply Co.
216 Mills St. Phone 829

VULCANIZING

Phone 359 for
OUR SERVICE CAR
Free Road Service
VULCANIZING
THE KIND THAT PLEASES
AMERICAN AUTO SUPPLY CO.
312 Texas St.

"YOU'LL PULL FOR US IF WE HAUL FOR YOU"

Houston Transfre & Storage Co.
PHONE 432.
Originators of the Low Cost of
Hauling.
We Give S. & H. Green Trading
Stamps.